



LGBT Business Enhancement Committee

Committee Chair, Thomas Barker.

Committee Members

Chad Richter
Cindy Brown
Dale Stine
David Leeds
Edison Farrow
Elizabeth Schwartz
Gayle Durham
Jorge Richa
Laura Veitia
Mark Wylie
Michael Bath
Nellie Barrios

Meeting Minutes Tuesday, May 11th, 2015

Members in attendance were Thomas Barker, Chad Richter, Cindy Brown, Dale Stine, David Leeds, Edison Farrow, Elizabeth Schwartz, Jorge Richa, Laura Veitia, Mark Wylie, Michael Bath, Nellie Barrios.

From Administration: Vania Pedraja, Daphne Saba. Guest: George Neary (The Greater Miami Convention & Visitors Bureau), Steve Adkins (Miami-Dade Gay & Lesbian Chamber of Commerce), Glendon Hall (Business Development, City of Miami Beach)

1. Old Business

- a) Minutes of 4/14/15 were approved (David motioned to approved, Cindy 2nd it).

2. Ongoing Business

- a) Economic Development Opportunities for City of Miami Beach – Glendon Hall was present to explain process in place to help existing and new business owners. He presented a few documents as example of what is available as resources and steps to follow.
- b) GMCVB Update – Steve Adkins & George Neary presented an update on their organization's joint efforts in marketing the destination to the LGBT travelers and visibility to local LGBT people. There is a \$80,000 value of joint GMCVB & MDGLCC Foundation dollars being spent;
 - i. 6 Co-op Passport Magazine ads (\$36,000)
 - ii. 12 Gaycation.com ads (\$2,000)
 - iii. Weekly ads in HotSpots (\$8,000)
 - iv. Funmaps ads (\$5,000)
 - v. WIRE ads (\$5,000)
 - vi. GMCVB travels to Sparticus and 6 other tourism shows
 - vii. MDGLCC putting together a "Just Vows" publication to promote the destination and its members to be a resource for LGBT wedding
 - viii. Working with Miami Sports Federation to conduct 8 competitions of the World Out Games 2017 in Miami Beach
 - ix. Double deck bus tour with LGBT Visitor Center creative in the city.

Next request for update is on Social Media and / or Public Relations.

- c) Transgender HRC Policy – Daphne will check with Rob for an update
- d) LGBT Street Signs – Need to encourage commissioners to pick it up and endorse it for the LTC schedule for June 12th
- e) Miami Beach Police Update – Detective Juan Sanchez could not attend the meeting thus no update was available
- f) HRC Application – all is moving forward to fill the pertinent paperwork. Special attention will be given to: Transgender item, Seniors work, Website visibility of the committee, LGBT City Employees gathering. Jorge to put Rob in contact with Lori (ED of the LGBT Visitor Center) to conduct the initial gathering as part of the LGBT Visitor Center weekly Happy Hours.

3. Other Business

- a) Sub-Committee Reports. All subcommittees need to meet prior to the next LGBT BEC meeting (providing notification to Vania on time & place at least 2 weeks out for proper posting)
 - i. Senior Programming (Liz, David, Jorge, Laura)
 - a. SAGE continues with partnership with JCS and charge to establish a Miami Affiliate, using their facility and identifying a person who would become the lead in this efforts. They are looking to hire a part-time person to be the lead and organize programming.
 - ii. Visibility & Marketing (Dale, Cindy, Nellie, Chad, Thomas)
 - a. Subcommittee met to address various projects, opportunities and explore new ones.
 - i. Request that City places the mention of the HRC ratings in the Miami Beach magazine
 - ii. LGBT @ Holocaust Memorial – no update
 - iii. Proposing an “Out in the Park” movie night for Coming Out Day on 10/11.
 - iii. Attract LGBT Businesses to MB (Edison, Michael, Mark, Gayle)
 - a. No update, as a follow-up to 2a above, it was agreed to invite Michael Grieco and someone from Planning at the next meeting to talk about the vision and direction that the city is taking to bring more business.
- b) Announcements – Aqua Girl (5/13-17), MDGLCC “The Sapphire Gala” (6/13)

Meeting adjourned at 2:00pm.